

PROLAW CASE STUDY
MICHAUD-DUFFY
GROUP LLP

IMPRESSING CLIENTS WITH SUPERIOR CLIENT SERVICE



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RELYING ON PROLAW FROM DAY ONE

Richard Michaud and John Duffy founded the Michaud-Duffy Group because they shared the same vision for operating a modern intellectual property (IP) firm. They understood that a robust and secure case management system was needed to handle their clients' valuable IP portfolios. With that in mind, they chose ProLaw®, a comprehensive and integrated solution that maintain all information related to cases, billing and accounting. The partners made it a priority to implement ProLaw the day they opened for business in 2004.

"We were able to demonstrate a substantial foundation for protecting our client's IP practice from day one. Not only did it instill immediate confidence with our clients, but it leveled the competitive playing field with much larger firms," says John Duffy, Administrative Partner.

IP is a very time-sensitive and deadline-oriented practice. The firm's clients expect their IP portfolio to be protected in the most technologically-efficient way possible. Based on the staff's past experience with proprietary systems and an evaluation of other products, the Michaud-Duffy team was unable to find any comparable systems to ProLaw in terms of the whole integrated package.

"ProLaw is an incredible resource that allows us to efficiently manage a great deal of information about our clients. Whether it is simply looking up an address or getting an up-to-date status on a particular case, ProLaw is the best system for efficiently managing case loads," shares Duffy.

PROTECTING CLIENT ASSETS WITH PROLAW DOCKETS

A combination of ProLaw Dockets and relevant Court Rule subscriptions enable staff at Michaud-Duffy to stay on top of all IP deadlines and events. ProLaw can automatically synchronize with Microsoft® Outlook® to match each lawyer's work style and habits, such as setting up customized reminders leading up to the deadline date. Court Rules automatically reflects any IP rule changes, which a vital tool since Michaud-Duffy handles a wide range of U.S. and foreign patents and trademarks.

"The comprehensive information contained in ProLaw is invaluable to our clients, so we handle the information very carefully" says Duffy. The firm's IT department has set up on- and off-site redundancy systems for ongoing back-up measures.

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COMPETITIVE ADVANTAGE WITH PROLAW PORTAL

While some front-office functions like Dockets are essential tools to help run the firm more efficiently, Michaud-Duffy has leveraged the ProLaw Portal to take their client service to the next level. The Portal is an online tool that allows clients to access their up-to-date IP portfolio status anytime, anywhere. Through a secure and branded log-in page on the firm's Website, clients are able to search and retrieve their case information.

"Our clients greatly appreciate the ability to easily access a snapshot of immediate deadlines coming up. It is very convenient for clients to log in on a Sunday night or in a hotel room halfway across the globe to see what they are facing that week ahead. It eliminates extra steps of calling the office and reaching a legal assistant or paralegal to get basic information on the status of their dockets," explains Duffy.

MICHAUD-DUFFY GROUP LLP

Based in Middletown, CT, the 10-attorney firm concentrates solely in patent, trademark, trade secret, copyright law areas and related transactional issues. The firm provides large multi-national corporations, small-to-medium size companies and individuals with cost-effective intellectual property protection and counseling.

STRATEGIC MISSION

To implement the best case management system to support outstanding client service.

WHY PROLAW?

ProLaw provides a fully integrated one-office solution to automate the practice and manage the business of law. The ProLaw Portal helps set the firm apart from the competition.

BENEFITS

- Instills confidence for clients with highly-valued IP portfolios
- Levels competitive playing field
- Provides a tremendous resource for efficient case management
- Enables superior client service through Dockets and the Portal

“When combined with the Portal, our clients are uniformly impressed with our client service capabilities and have come to rely on them.”

John Duffy

The Portal is used as a major competitive positioning tool. On several occasions, firm management believes it has played a significant role in winning new business. With prospective clients, the team will develop demonstration pages that show the use and benefits of the Portal. Without fail, clients are instantly impressed with its ability to provide detailed and secure docket information that can be accessed with just an Internet connection.

Once the customized Portals are set up, support staff can simply refresh the information to ensure it includes any new changes or developments. “General Counsel is typically aware that this type of technology exists, but they have never seen it in action,” says Duffy. “Having this capability is a huge advantage for us and it was worth every penny to set it up.”

In fact, during an office tour with a large prospective client, the in-house counsel noticed the dedicated ProLaw server and started asking questions. According to Duffy, “We explained how ProLaw feeds the information available on the Portal and his eyes just lit up! It really helps make our client’s experience with us as comfortable as possible.”

Michaud-Duffy’s clients have become quite invested in their Portal and therefore have submitted requests to meet specific needs. For example, a client wanted extra fields to be added to make it easier to search and view the information, such as a calendar and list view of dates. The IT department was able to easily handle this request and recognized that it would enhance their standard Portal format for all clients. It has developed into a collaborative process where everyone benefits.

EXTENSIVE TRAINING AND EXPERIENCE PAYS OFF

The staff really took advantage of ProLaw’s flexible training programs. After initial implementation and on-site training, they had access to online Webinars on a myriad of topics that addressed specific concerns or questions. It allowed them to “freeze frame” certain techniques to truly comprehend how certain capabilities could be implemented in the firm. “We were able to send final billing statements within a few weeks of implementing ProLaw, which is just amazing,” shares Duffy.

The staff’s thorough training has had extended benefits as well. The firm’s lead paralegals have an average of 15 years experience with extensive knowledge of ProLaw, which has become a key selling point to the firm’s in-house counsel clients. Clients often look to Michaud-Duffy to inform them on docketing best practices, regardless of the system they use. In some specific cases, the firm’s paralegals have trained clients’ new paralegals on running and managing dockets.

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ULTIMATE BENEFITS

“Everything we do through ProLaw enables the team to provide outstanding client service,” says Duffy. “We are convinced that we have the best systems in place to monitor our clients’ case loads and deliver detailed, professional monthly statements. When combined with the Portal, our clients are uniformly impressed with our client service capabilities and have come to rely on them.”

As for future plans with ProLaw, Duffy will ensure that his firm is always on the leading-edge of technology to set them apart from the competition and deliver impressive client service.

For more information about ProLaw, please call **(800) 977-6529** or visit **prolaw.com**.